

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Sun Ovens International, Inc.

Chicago Manufacturing Center

#### Sun Ovens Heats Up The International Market

##### Client Profile:

Sun Ovens International, located in Elburn, Illinois and employing less than 20 people, is harnessing the sun's heat to provide families and entire villages enough energy to cook meals. Sun Ovens International's Global Sun Oven is large enough to cook meals for up to eight people yet small enough to be folded to the size of a suitcase and carried where needed. The larger Villager Sun Oven can cook up to 1,200 meals a day or can be used as a bakery that can turn out approximately 28 American-sized loaves an hour. The Villager comes complete with a trailer so it can be moved in and out of the sun as needed. Using a well-insulated box to trap the sun's rays, the oven creates a greenhouse effect and generates enough heat to cook food.

##### Situation:

In April 1998, Sun Ovens International took over the manufacture of the ovens from a Wisconsin company and moved the business to Illinois. During 1998-1999 sales were strong, especially in the United States as concerns over Y2K reached a peak. But when 2000 came and went quietly, sales dried up. Sun Ovens turned its attention to the international market, especially Africa and South and Central America. The company asked the Chicago Manufacturing Center (CMC), a NIST MEP network affiliate, to research potential markets and investors.

##### Solution:

CMC and alliance partner Global Access began four months of extensive research into the opportunities for Sun Ovens in the United States, the European Union, the Philippines, South Africa, and China. The research identified patterns in renewable energy adoption, trends in solar technology, avenues in product distribution, challenges to project implementation, funding opportunities, and potential partners in each of the geographic regions.

While compiling the research, CMC and Global Access conducted interviews with a panel of experts on renewable energy and commercial distribution, as well as government agencies, funding agencies, and nonprofit organizations. The 162-page report, with its strategic recommendations for market entry, has proven to be invaluable to the company. Sun Ovens is now pursuing a relationship with the World Bank to participate in a new program called Global Village Energy Partnership.

##### Results:

[www.mep.nist.gov](http://www.mep.nist.gov)



# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

Expedited the formation of a relationship with the World Bank.  
Locating a licensing partner in the Philippines to manufacture, market, and distribute the ovens.  
Soliciting socially conscious funding organizations in attempts to raise more capital.

**Testimonial:**

"The most successful aspect of [the Chicago Manufacturing Center's] report was it helped us expedite a relationship with the World Bank that we could not have done on our own."

Paul Munsen, President